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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

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| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 10/759,167 |
| | Filing Date | January 20, 2004 |
| | First Named Inventor | Ronald BLUM |
| | Art Unit | 2632 |
| | Examiner Name | Thomas J. MULLEN |
| Total Number of Pages in This Submission | Attorney Docket Number | 13561/535 |

ENCLOSURES (check all that apply)

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|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input checked="" type="checkbox"/> Replacement Drawings, FIGS. 1-11 <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): |
| Remarks | | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | | | |
|--------------|---------------------|-------------|--------|
| Firm | KENYON & KENYON LLP | | |
| Signature | | | |
| Printed Name | William E. Curry | | |
| Date | January 13, 2006 | Reg. No. | 43,572 |

CERTIFICATE OF TRANSMISSION/MAILING

| | | | |
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| I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below. | | | |
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Application Ser. No. 10/759,167
Attorney Docket No. 13561/535

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: Ronald D. Blum et al.
SERIAL NO: 10/759,167
FILING DATE: January 20, 2004
TITLE: INTERACTIVE AND DYNAMIC ELECTRONIC FLOOR
ADVERTISING/MESSAGING DISPLAY
ART UNIT: 2632
EXAMINER: Thomas J. Mullen

Mail Stop Amendment
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

SIR:

In response to the Office Action mailed October 13, 2005 in the above-identified application, the Applicant respectfully submits the following.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Amendments to the Drawings begin on page 7 of this paper.

Remarks begin on page 8 of this paper.